Abstract of the Disclosure

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A printing process for the transfer of printing substance (2) from an ink carrier (1) to an imprinting material (6), in which, with the help of an energy-emitting apparatus, which, during a process period, emits energy in the form of electromagnetic waves (3), and the printing substance (2) undergoes a change in volume and/or position, wherein, with the help of absorption bodies (4), energy is transferred from the electromagnetic waves (3) into the printing substance (2). The invention also includes an apparatus for practicing the process of the invention and a printing substance containing absorption bodies.